



Visual Benchmarks for Town Center Developments

Montgomery Avenue-Courthouse Square-Maryland Avenue corridor as a primary L-shaped spine of activity—the centerpiece of the Town Center. In addition, this corridor can serve as a division between the scale of development associated with intense traffic/transit corridors along MD 355 and the Metro tracks and a scale of development that is better suited adjacent to the residential neighborhoods to the west. A description of the zoning revisions that support such an approach were outlined above and include standards for building height; the Design Guidelines offer solutions for how those buildings are placed on a site and how the architecture is designed.

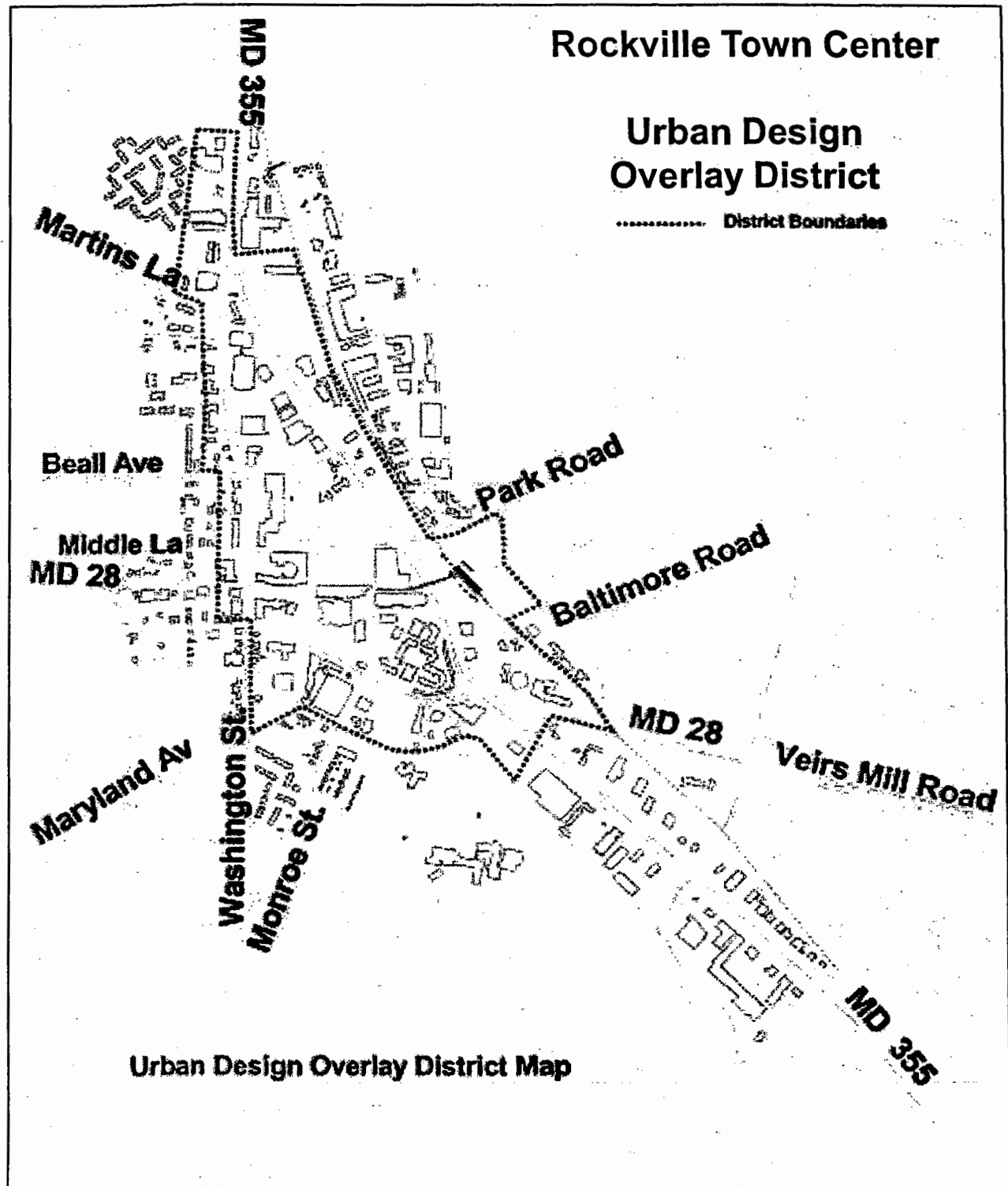
The Design Guidelines are intended to provide guidance for developers and designers as to how future construction in the Town Center should be designed. The Guidelines are not intended to be requirements but principles that should be followed. Exceptions to the Guidelines will be considered if the design as proposed meets the intent of the guidelines and the purpose of the Town Center Master Plan. The Guidelines shall apply to both public and private development within the Urban Design Overlay District.

The Design Guidelines are based, in part, on the image preference survey that was conducted at the public open house. The images above should serve as visual benchmarks that indicate how the Town Center should look.

Urban Design Overlay District Guidelines

The following guidelines are intended to achieve the following objectives:

- Celebrate Maryland Avenue as the Town Center centerpiece through the use of outstanding and creative design solutions.
- Celebrate Washington Street north of Jefferson Street as a high quality, mixed-use street that serves as an appropriate transition to the residential neighborhoods.
- Bring buildings up to the street edge and reinforce a sense of urban enclosure by placing parking behind buildings.
- Encourage high quality materials in all aspects of site and building development.
- Incorporate open space (landscaping and/or plazas) into private building plans
- Create streetscapes and public spaces that feel comfortable to pedestrians by encouraging inclusion of green space and/or green areas.
- Utilize traditional storefront design techniques wherever possible; maximize opportunities for street activity by incorporating open and inviting ground floors.



Site Layout

SL-1: All site plan layouts shall give first consideration to pedestrians.

SL-2: All buildings must be built at the edge of public right-of-way except those that front onto MD 355 and South Washington Street south of Vinson Street. Building setbacks shall be sufficient to provide for pedestrian circulation and activity. Thus, additional dedication of public right-of-way may be required. All MD 355 frontage may be set back to incorporate green space that complements proposed open space on the east side of MD 355.

SL-3: No side or rear setbacks are required; minimum ten feet if provided.

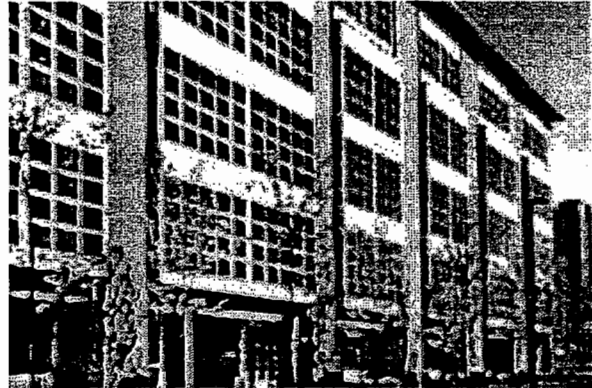
SL-4: Parking must be located to the side or rear of the structure except as described below under Parking Design.

SL-5: Building facades on Maryland Avenue between Courthouse Square and Dawson Avenue and on North Washington Street between Montgomery Avenue and Beall Avenue must occupy 100% of the street frontage. This street frontage requirement may be reduced to 80% if the development creates plazas or courtyards, and allows for alley access to parking in the rear with pedestrian walkways.

SL-6: Recessed entrances shall be designed so that they do not exceed 50% of the width of the storefront, nor 10 feet in depth.

SL-7: New curb cuts shall be avoided or minimized on Maryland Avenue and Washington Street.

SL-8: Loading and service areas shall be located and designed to minimize their visibility from public rights-of-way and public spaces. The use of walls and landscaping to screen views of these areas is encouraged.



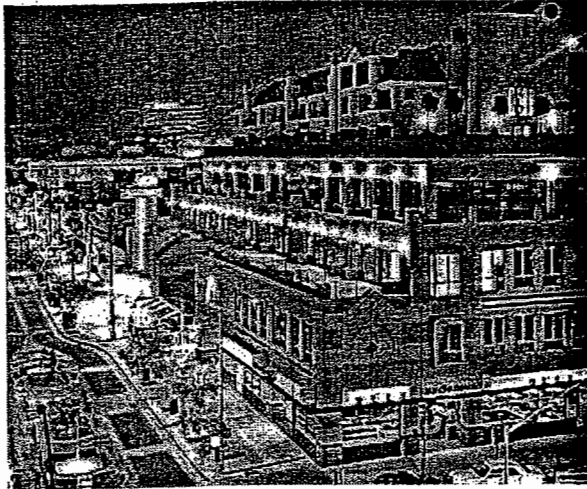
The size of recessed entries should be limited (SL-6) so that dark spaces are not created and activity is not pushed back away from the street.

Building Scale & Massing

BSM-1: Buildings throughout the overlay district should be at least 2 stories in height. Along Maryland Avenue north of East Jefferson Street, buildings should be at least 3 floors in height.

BSM-2: Building frontage widths or bays in all areas west of MD 355 should be scaled to the pedestrian with a rhythm of 15-30 feet spacing that creates facade interest.

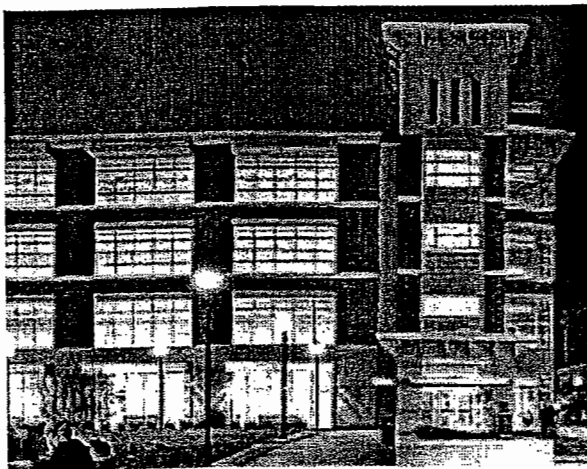
BSM-3: An upper floor building setback shall be encouraged on Maryland Avenue and North Washington Street. Upper floors 45 feet above the street level of buildings that exceed 60 feet in height must be set back 15 feet from the lower facade on both streets. Building heights above the required setback are determined by zoning classifications. The goal of this guideline is to allow more sunlight to reach the street and, more importantly, to maintain a low- to medium-rise streetscape character that will be more comfortable to pedestrians. Building setbacks that result in the mass of tall buildings being recessed so that they appear to be out of view from pedestrians at street level can help to maintain an appropriate, pedestrian-friendly scale to both Maryland Avenue and North Washington Street. Building setbacks become more



Building setbacks (BSM-3) such as those seen on this building in Santa Monica, CA can be utilized to maintain a pedestrian scale to the street and to provide outdoor space to upper floor users.

critical the taller the building is. An appropriately designed 60 feet tall building may still feel comfortable to pedestrians, so some flexibility in regard to this guideline should be utilized.

BSM-4: Buildings located at corners should serve as gateways distinguishable from the rest of the buildings. As such, building heights at corners shall be allowed greater flexibility than



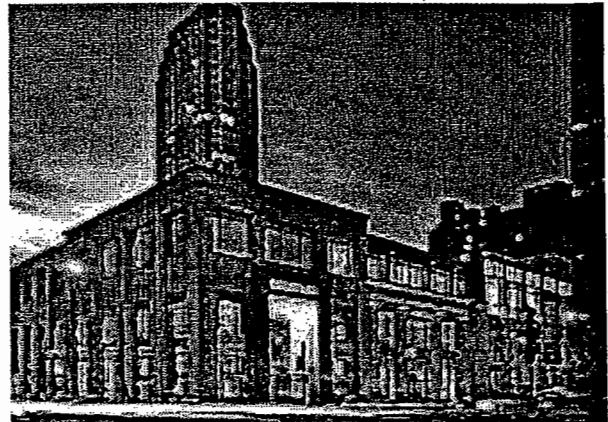
Special design treatments at corner locations are encouraged (BSM-4).

described in BSM-3 as long as design elements reinforce the corner location and are pedestrian friendly. At 40 feet from the corner, buildings shall be required to comply with upper level setbacks as described above.

BSM-5: Distinctive roof forms, profiles, and cornices shall be encouraged to provide a termination to the top of the building in such a manner as to complement and enhance the character of the Town Center. On sites at corners, the roof design should emphasize the corner.

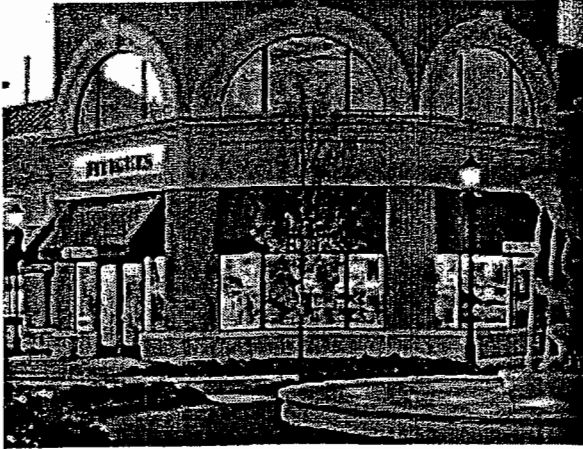
Fenestration

F-1: Windows should comprise 25-50% of upper facades visible from public rights-of-way and should reflect a rhythm, scale, and proportion compatible with the overall building design.



Upper floor facades should consist of at least 25% window space (F-1) as shown on this building in Chicago, IL.

F-2: All buildings on Maryland Avenue shall incorporate a traditional storefront design with a large display windows of clear glass, bulkheads, recessed entries (where appropriate), transom windows, and suitable locations for signs at their ground levels. Modern and creative design solutions may be employed as long as the traditional storefront proportions are referenced. Multiple storefronts within the same building should be visually compatible in terms of scale, alignment, color, and materials. On Maryland



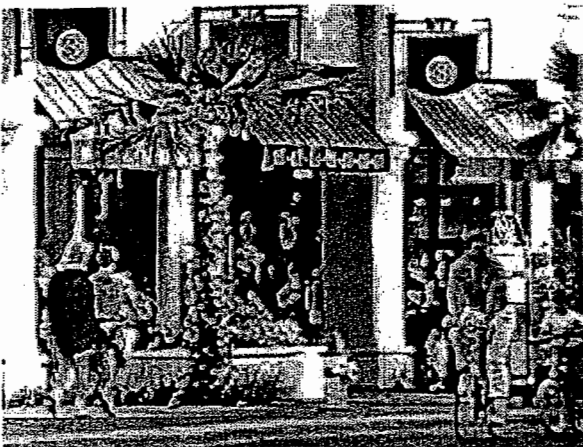
New construction on Maryland Avenue should reflect the proportions of traditional storefront design (F-2) as exhibited in this building in Charlotte, NC.

Avenue, at least 75% of the ground floor facade shall be glass.

F-3: Retail spaces on Maryland Avenue and North Washington Street shall be accessed directly from the sidewalk, rather than through lobbies or other internal spaces.

Architectural Detailing

AD-1: All buildings shall have their principal building pedestrian entrance on the facade.



Awnings and canopies should fit within defined architectural openings and respect the facade design. They should not interfere with other streetscape elements (AD-2 & 4).

AD-2: Above 7 feet, encroachments for projecting signs or awnings should be permitted into the right-of-way, providing encroachment does not interfere with trees, utilities, transit shelters, or other street furnishing.

AD-3: Awnings, canopies, and recessed entries should be designed as integral parts of the building.

AD-4: Awnings shall fit within framed openings and shall be a traditionally-designed sloped awning consistent with the architectural style and character of the building. Awnings shall be made of canvas fabrics, but not vinyl, fiberglass, or wood. Glass and metal awnings may be appropriate for some buildings but must be consistent with the architectural style of the building.

AD-5: All buildings shall incorporate elements which break up facade planes and create a visual play of light and shadow. Avoid long, uninterrupted horizontal elements.

AD-6: Vertical divisions of ground and upper floors should be consistent. Major horizontal elements of neighboring buildings and storefronts, such as awnings, sign bands, and cornices should align, if feasible.

AD-7: For all buildings above 2 stories, the ground floor shall be architecturally distinguished from the upper facade to form a visual base for the building, and create an intimate scale for the pedestrian.

AD-8: Sides and rears of buildings should be designed in a manner compatible with the design of the building front. No large blank wall surface will be allowed on facades that are visible from a public right-of-way.

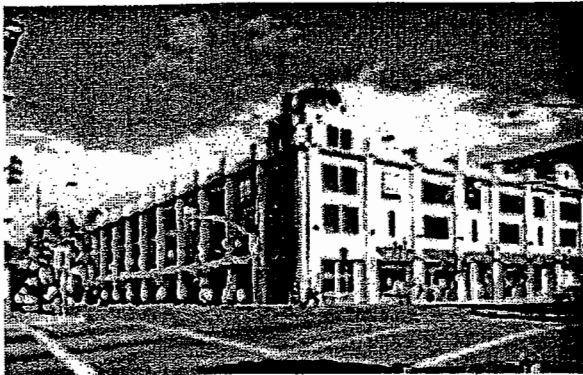
AD-9: The use of high quality, durable materials which enhance the building and convey a sense of permanence shall be required. Desir-

able facade materials for new or renovated facades include brick, concrete, stucco, marble, granite, tile, and terra cotta.

AD-10: Sloped roofs visible from public rights-of-way should be of slate, tile, standing-seam metal, or other high quality materials.

Parking Design

Parking garages in the Town Center shall be adequate, convenient, and attractively designed. The view of parking structures from streets in Town Center and adjacent residential neighborhoods should be minimized, with the preferred locations being behind residential units, offices and stores along the street frontage or underground. An effective signage and wayfinding program shall be instituted in Town Center to guide visitors to parking facilities and mass transit connections.



Parking garages should be well-designed, incorporate other uses along the ground floor whenever possible, and should exhibit architectural detailing (PD-1 & 2)

PD-1: No surface parking shall be allowed along Maryland Avenue except for on-street parallel parking; structured parking would be allowed but it must be faced with other uses on the first and second floors at a minimum.

PD-2: Structured parking is allowed but it must incorporate well-designed architectural ele-

ments on facades that face the street.

PD-3: Surface parking must be screened with landscape or hardscape materials. When utilized, surface parking lots must be located to the side or rear of buildings.



Generally, signs should not extend above the window sills of the second floor (S-2).

Signage

S-1: Signs shall be integrated into the building design, but not detract from the architectural quality of individual buildings. Signs should respect the building facade. Signs are most effective when the architecture and rhythm of the street are preserved or emphasized by the design of the signs. Signs should not obscure architectural details including any projection, relief, cornice, column, window or door opening or trim, or change of building material or pattern.

The City of Cleveland, through an ordinance passed in 1995, put a halt on the construction of surface parking lots within four downtown districts in order to 'preserve the urban architectural character of the most intensely development portions of downtown Cleveland.' (City of Cleveland, Ordinance #1876-94)

S-2: The proper sign location shall be the area of any building that is free of architectural detail and not higher than the lowest of the following: 25 feet above the adjacent sidewalk, the bottom of the window sills on the second story, or the highest part of the building under the roof.

S-3: Creativity in signage design is encouraged; non-descript box signs are discouraged.

S-4: No freestanding signs other than directional or street signs.